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California Polytechnic State University

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FOR IMMEDIATE RELEASE

Cal Poly University Art Gallery Exhibit Celebrates Book Design

An American Institute of Graphic Arts (AIGA) exhibit celebrating book design can be seen at Cal Poly's University Art Gallery through Feb. 3.

The exhibit, titled "AIGA 50 Books/50 Covers of 2000," includes the best designed books and covers of 2000 submitted to an annual AIGA competition.

Much of the exhibit features books of art and design. Also included are such books as "Spirit Stones of China," "Without Sanctuary: Lynching Photography in America," "John Lennon: His Life and Work," "Rumi Card Book," "Kate Spade Content," and "Lou Reed: Pass Through Fire."

Packaging varies from metal techno covers to handmade bags and elaborate wrapping, according to Barbara Morningstar, University Art Gallery coordinator.

All the books and covers include labels that credit the design firm, art director-designer, the typeface, printer and other design features as well as commentary by the designer on the writer or subject matter and the inspiration, impetus, or motives for the design.

Cal Poly graphic design senior Sharon Hays is the curator for the exhibit.

"Her design of the gallery into a retro 'Reading is Fun' motif shows Hays' interest in both the act of reading and the enjoyment of fine books and fine art," Morningstar said. "Hays carries on the retro look with homey sofas, a leather armchair, wallpaper and other whimsical touches for showcasing the books."

Art and Design Professor Mary LaPorte is the faculty advisor for the show. AIGA is the oldest and largest professional association serving

designers in the United States.

The University Art Gallery is in the Dexter Building and is open to the public every day from 11 a.m. to 4 p.m. and Wednesday from 7 to 9 p.m.

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